

# Jeans in Thailand

December 2024

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#### Jeans in Thailand - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Stable demand for jeans, thanks to their versatility Brands look to enhance customer experience, with store-based retail remaining key focus Players continue to invest in e-commerce

#### PROSPECTS AND OPPORTUNITIES

Jeans will remain popular staple in Thai wardrobes Product innovation will be key to driving sales Sustainability will be key driver of change

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